What is claimed is:

1. A method for conducting an Internet survey using betting information by connecting a computer of a participant and a surveying server computer of a web site executing the survey through the Internet, thereby surveying a preference degree and a preference strength for a survey subject , the method comprising the steps of:

inputting a plurality of subjects to be surveyed and information related thereto to said server computer;

providing the plurality of subjects and the information to the participant computer;

selecting a subject among the plurality of subjects at the participant computer by way of a click;

inputting a betting amount to said selected subject at the participant computer and transmitting the selection click and the betting amount to said server computer;

counting the number of clicks selecting each of the subjects during a predetermined term to choose a subject receiving the most number of selection clicks;

paying a dividend proportional to the betting amount to the participants selecting the subject receiving the most number of selection clicks;

analyzing a preference degree for each of the plurality of subjects based on the number of selection clicks for each of the plurality of subjects; and

analyzing a preference strength for each of the plurality of subjects based on the sum of the betting amount for each of the plurality of subjects.

2. The method for conducting an Internet survey using betting information according to claim 1, further comprising a step of:

analyzing a preference strength of an individual participant for the selected subject based on the amount of betting to the selected subject.

3. The method for conducting an Internet survey using betting information according to claim 1, wherein said step of analyzing a preference strength includes a step of analyzing a preference strength for each surveying subject by average betting amount per participant to each of the plurality of subjects and dispersing a proportional part of the betting amount.

4. The method for conducting an Internet survey using betting information according to claim 1, further comprising the steps of:

inputting a plurality of subjects to be surveyed and information related thereto at the participant computer; and

transmitting the plurality of subjects and the information related thereto to the server computer.

5. The method for conducting an Internet survey using betting information according to claim 4, further comprising a step of providing predetermined compensation to a participant who inputted the subject which received the most number of selection clicks.

6. The method for conducting an Internet survey using betting information according to claim 4, further comprising a step of selecting a predetermined number of survey subjects among the plurality of survey subjects inputted during the predetermined term.

7. The method for conducting an Internet survey using betting information according to claim 4, further comprising a step of paying a premium or a predetermined amount of cyber money to a participant who inputted the subject to be surveyed and information related thereto.

8.   The method for conducting an Internet survey using betting information according to claim 1, further comprising a step of paying a predetermined amount of cyber money to a member at a time when a participant joins as a member of said web site.

9.   The method for conducting an Internet survey using betting information according to claim 1, wherein the betting is made with cyber money.

10.   The method for conducting an Internet survey using betting information according to claim 1, wherein said dividend is paid with cyber money.

11.   The method for conducting an Internet survey using betting information according to claim 1, wherein said plurality of particular subjects to be surveyed are a plurality of different brands of a single type of commodity.

12.   A method for conducting an Internet survey using betting information by connecting a computer of a participant and a surveying server computer of a web site executing the survey through the Internet, thereby surveying a preference degree and a preference strength for the surveying subject, the method comprising the steps of:

inputting a plurality of subjects to be surveyed and information related thereto to said server computer;

providing the plurality of subjects and the information to the participant computer;

selecting a subject among the plurality of subjects at the participant computer by way of a click;

inputting a betting amount to said selected subject at the participant computer and transmitting the selection click and the betting amount to said server computer;

counting a sum of betting amounts for each of the plurality of subjects during a predetermined period of time to choose a subject receiving the most amount of betting;

paying a dividend proportional to the betting amount to the participants selecting the subject receiving the most amount of betting; and

analyzing a preference strength for each of the plurality of subjects based on the sum of the betting amount for each of the plurality of subjects.

13.   The method for conducting an Internet survey using betting information according to claim 12, wherein the plurality of subjects to be surveyed are the predicted rising, steadiness and dropping trend of any stock.

14.   The method for conducting an Internet survey using betting information according to claim 13, wherein said predetermined period of time is from any time after the closing of a stock market up to any time before the opening of the next stock market.